ABSTRACT

ANALYSIS OF SERVICE QUALITY OF BUSINESS PERMIT IN WEST SULAWESI PROVINCE

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The objective of the study was to understand the service quality of business permit in West Sulawesi province. Variables investigated included tangibles, reliability, responsiveness, assurance, and empathy.

The study applied a survey method with a descriptive quantitative approach. The study involved 104 respondents selected accidentally. The data for the study was collected through questionnaires to applicants of business permits consisting of place of business licenses (SITU), permits for interference (HO), and business listed permit (TDP). The data were analysed using Likert's scale.

The results of the study showed that the quality of business permit in West Sulawesi province in terms of tangibles dimension was good in which the office building was good, comfortable, clean, and availability of supporting and reliable facilities. The quality of business permit in West Sulawesi province in terms of reliability dimension was good in which the employees could serve the visitors, service procedures and mechanisms was simple, employees gave information and timely although this was not optimal yet for queuing culture. The quality of business permit in terms of responsiveness dimension was adequately good in which employees were pretty fast and agile in serving, employees had a willingness to listen to the request of the permit applicants, and no discrimination in service. The quality of building permit in terms of assurance dimension was very good in which the agency for industry, trade, cooperation, and UKM and BPPT would replace any damage or loss of documents. To improve quality service it was suggested that the agency for industry, trade, cooperation, and UKM and BPPT maintaining cleanliness and safety, providing sincere service, focus on customer satisfaction, practicing queued to apply first come first serve, and appreciate the people as tax payers.